



**Delaware Bicycle Council
June 13, 2012
DeIDOT Administration Building
Meeting Minutes**

Members Present

Fred Breukelman, Dept. of Public Health Representative
Walt Bryan, Sussex County Representative
Tom Hartley, Kent County Representative
Sgt. George Heberling, DE State Police Representative
Allison Kirk, Office of Highway Safety
Mike Krumrine, DNREC Representative
Amy Wilburn, Chair & At- Large Representative
James Ireland, DE Greenways Council
Roger Roy, At-Large Representative
Tom Felice, DeIDOT Representative

DeIDOT Support Staff

Anthony Aglio, Bicycle Coordinator DeIDOT
Kari Glanden, Administrative Support DeIDOT

Members Absent

Fran Cardaci, At-Large Representative
Judi Jeffers, At-Large Representative
John Ray, Department of Education
Mike Tyler, At-Large Representative
Ted Williams, Council & Transportation

Guests Present

John Kurpjuweit, Sussex Cyclist President

The meeting was called to order at 5:03 pm

I. Welcome and Introductions

All members introduced themselves and Amy Wilburn welcomed them to the meeting.

Minutes of the last meeting were accepted by Walt Bryan and second by James Ireland, no one opposed.

II. Featured Topic

The council would like to put aside funds and ask DeIDOT to match what's put aside to fund a Bicycle Safety Awareness campaign. Allison Kirk gave ideas about earned media vs. paid media where the council would write stories and have them published in the local papers to gain awareness instead of paying for advertisements to be published. Paid media would be short, to the point advertisements that would have to be paid for. Amy Wilburn spoke to John Judge at Clear Channel about the cost of billboards. \$500.00 gets a billboard for a four week span of time. There is also a charge of \$120.00 one time production cost. If we purchase a bus wrap those are buy one month get one month free along with ads inside the bus. A wrap cost \$295.00 for a Queen, \$395.00 for a King and for the back \$220.00. The more months purchased the cost per month decreases. Fred Breukelman asked about the cost of radio and that is approximately \$5,000.00. James Ireland asked about the use of variable message boards, a request has been sent to Don Weber to put up information immediately. Allison Kirk suggested the council write to Don Weber, express the importance of the awareness and ask if he would put the messages up for a limited time period. Fred Breukelman may also have money available to match for the campaign. Walt Bryan knows of some billboard space on Rt. 9 and has the contact information if the council would like to bid on the space. Allison Kirk also has a media plan she will share with the council only.

Secretary Bhatt stopped in to talk about the \$10 Million funding. He stated that this money is up in the air. Only four people in the building believe that the trails are important for this allotment. He asked the council to have members present to be heard during legislation.

Allison will email the media plan, council members need to come to the August meeting prepared with ideas and a plan on who to ask for the money. If we move aggressively the plan can be put in place in two months.

Groundbreaking for C&D Canal – April 30, 2012

Jim Ireland will get back to the council on a groundbreaking event date. The event is being planned by DNREC.

Pomeroy Trail-

There will be a Grand Opening in September; Jim Ireland will send Kari Glanden the details.

Greenways-

This Saturday, coming through Wilmington family fun time. Meet at 9am at WILMAPCO for a twenty mile ride to the riverfront or you can meet at the riverfront. There will be a case of helmets to give away. Anthony delivered DBC helmets to Judi for the event.

Hagley Museum-

The council normally puts a table up at Hagley Museum Hike and Bike night and it was agreed that we should do so again. If anyone is interested in staffing this please let Amy Wilburn, Anthony Aglio, Tom Felice, Judi Jeffers and Jim Ireland now so a date can be coordinated by all.

DE Bike Summit-

The bike summit will be held September 7th, 2012 at Dover Downs Hotel and Casino. There will be a summit from approximately 9am-3:30pm. There will be a post summit ride around the Monster Mile. A reception maybe held after depending on interest. There is a block of rooms reserved for the bike summit at a discount rate for both Thursday and Friday nights. Please see the website www.wilmapco.org/bikesummit to register and to get the discount code for Dover Downs if you would like to book a room.

Amish Country Bike Tour

The Amish country bike tour will be September 8th, the day after our bike summit. There is still time to register for the early bird special. You can register online at www.AmishCountryBikeTour.com Members can join Team DelDOT until August 14th at a discounted rate.

III. OLD BUSINESS

Bike Month-

Bike month we had events at numerous schools, Trap Pond, Sussex County 911 Day, Legislators Ride was held in conjunction with the first National Bike to School Day. Townsend Elementary and South Dover Elementary schools both participated in these events. Wilmington, Dover, Newark, Lewes all held bike to work day events. The Wilmington Grand Prix was held. Bike safety checkpoints also began at the resort area and will run through the end of July.

Bond Bill-

The bond bill committee will meet June 20th. Please contact your legislators and representatives to get support for the funds needed for the trails and pathways.

Funding Pool-

Establishing the funding pool will be contingent on the outcome of what is decided with the bond bill. A meeting to discuss the framework for the pools went out but no response was given from council members. Brett Taylor is asking for all ideas to be presented to him before our bike summit.

Website-

Trail Spinners will be sending in contributions to the website. Bud Heberling will also be sending in some submissions. Judi Jeffers has submitted an article. We still are in need of events to be sent in to be posted and also content to publish for the website.

Driver's Ed-

Amy Wilburn and Bud Heberling have a meeting with the Lion's club members to talk about safe bicycling and will use the driver's education presentation there to gather a response. Bud is still working on a life story to use.

LAB Bicycle Friendly State Application

The Bicycle Friendly State application was sent in and our ranking came back as 10th in the US. Last year our ranking was 18th. Newark and Lewes are both bronze communities this year.

Media Articles-

It was raised to the council to write and submit articles to local news media to get our messages out on safe cycling.

DBC Events-

We will be coordinating a ride at the Pomeroy Trail or the C&D Canal. John Kurpjuweit, Tom Hartley, Mike Krumrine and Walt Bryan will all coordinate a ride at Indian River Inlet.

IV. New Business

Branding for Trails/Pathways-

Looking for ideas on how to brand the trails and pathways, a bikeable walkable network, active transit, or words to associate with all angles of active transportation. Please put together ideas and bring for the next meeting.

Meeting adjourned at 7:08pm